

ARGUMENTS/REMARKS

Claims 1 through 15 are pending in the application. Claims 16 through 29 were previously canceled.

Claims 1 through 9, 11 and 13 through 15 are rejected under 35 U.S.C. 102(e) as being anticipated by anticipated by U.S. Patent Publication No. 2001/0051901 to Hager et al., hereinafter "Hager". Applicants respectfully traverse this rejection.

Claim 1 provides a method for providing a comparative listing of providers of a single item. The method includes the steps of: i) requesting a term of offer related to the single item, ii) obtaining the requested term of offer for the single item from at least one product/service provider, iii) adjusting, in response to obtaining the requested term of offer for the single item, a second term of offer for the single item from a host provider, and iv) presenting the requested term of offer for the single item obtained from the at least one product/service provider and the adjusted second term of offer from the host provider to a data requestor device over a communications link.

Hager discloses a Display Edge Technology Electronic Shelf Label (ESL) system for supplying price information for a list of desired products for price comparison (par. 0007). A software tool such as a website allows a list of desired products to be entered and maintained (par. 0008). Hager also discloses a computerized method for providing total price amounts for desired items at desired stores for comparing total cost of shopping at the desired stores (par. 0010).

The Office Action, on page 4, admits that Hager does not disclose a method that includes adjusting, in response to obtaining a requested term of offer for a **single item**, a second term of offer for the single item from a host provider, as is recited in currently amended claim 1. Claim 1 is amended pursuant to the Office Action's suggestion. Therefore, Applicants submit that claim 1 is patentable over Hager.

Claims 2 through 9, 11 and 13-15 depend from claim 1. For at least reasoning similar to that provided in support of the patentability of claim 1, claims 2 through 9, 11 and 13-15 are patentable over Hager.

For the reasons set forth above, the rejection of claims 1 through 9, 11 and 13 through 15 under 35 U.S.C. 102(e) as anticipated by Hager is overcome. Applicants respectfully request that the rejection of claims 1 through 9, 11 and 13 through 15 be reconsidered and withdrawn.

Claim 10 is rejected under 35 U.S.C. 103(a) as being unpatentable over Hager. As discussed above, claim 1 is patentable over Hager. Claim 10 depends from claim 1. For at least reasoning similar to that provided in support of the patentability of claim 1, claim 10 is patentable over Hager. Applicants respectfully request that the rejection of claim 10 be reconsidered and withdrawn.

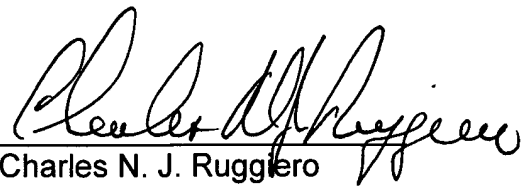
Claim 12 is rejected under 35 U.S.C. 103(a) as being unpatentable over Hager in view of U.S. Patent Publication No. 2002/0077930 to Trubey et al., hereinafter "Trubey". Applicants respectfully traverse this rejection.

As discussed above, claim 1 is patentable over Hager. Applicants do not believe that Trubey makes up for the deficiencies of Hager, as Hager applies to claim 1. Thus, Applicants submit that claim 1 is patentable over the cited combination of Hager and Trubey. Claim 12 depends from claim 1. For at least reasoning similar to that provided in support of the patentability of claim 1, claim 12 is patentable over the cited combination of Hager and Trubey.

For the reasons set forth above, the rejection of claim 12 under 35 U.S.C. 103(a) as being unpatentable over Hager in view of Trubey is overcome. Applicants respectfully request that the rejection of claim 12 be reconsidered and withdrawn.

An indication of the allowability of all pending claims by issuance of a Notice of Allowability is earnestly solicited.

Respectfully submitted,

Date: February 2, 2007 
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